



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1330129

B S

BROADCASTING STATION LICENSE RECORD

F M

#1

3-11-82 on-the-air-I.D.no: "GREENSBORO-HIGH POINT, NORTH CAROLINA"

Off. No. 536

W W M O (Ltr. 6-17-64)

Date first licensed 6-14-50

Call letters XW 7 E V - FM
LOCATION: REIDSVILLE, NORTH CAROLINA

BEASLEY BROADCASTING OF REIDSVILLE, INC. (ALH-2505 8-8-77 EFF: 8-31-77)

X REIDSVILLE BROADCASTING CO., INC. (Gr. 11-9-49; Eff.)

Name of licensee X W. M. OLIVER AND C. R. OLIVER d/b as THE REIDSVILLE BROADCASTING COMPANY

Brown Summit, North Carolina (PH1183 6/27/79)

X 1015 Madison St., Reidsville, N. C. (redescription)

Transmitter location X West side of U.S. Hwy.#29, 1 mile N. of Reidsville, North Carolina

1015 Madison St., Reidsville, N.C.(redescription)

X West side of US Hwy.#29, 1 mile N. of Reidsville, North Carolina (Ltr.7-17-

X 114 1/2 W. Scales Street,

Zip-27320

Main studio location ~~To be determined~~ Reidsville, North Carolina

53)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Mos. Freq.	E.R.P. Power	Time Div.	Period From To
	5-24-47	98.3 Chap. 252			
PH-1206 PH-877 (C.P.)	12-18-47 issued	108.1 Ch. 271 Mod. from Class A to Class B	1.5 kw Terra 330'	0	By 3-9-48 to 9-9-48
BMPH-2467 Telegram	8-30-48 8-27-48	Ext. of comp. date STA operate using FTR 191-A, 1 kw. max. pwr output; Studio 114 1/2 W. Scales St. Other cond. accordance CP BMPH-877 pur- pose providing FM program service. Notify Comm. when operation has comm.			To 12-8-48
Telegram	9-28-48	Relet atty 23. Auth. extension WREV period ending 12-8-48 op. using fac. spec. in BMPH-2517 re FM prog serv. NFY COMM when prog. serv. has commenced.			
BMPH-2517 Telegram	9-13-48 12-7-48	MOD. OF CP. to change studio location and type of transmitter, to Federal 191-A, 1 kw. Relet atty. 19. Auth. ext. period ending 3-8-49 op. using fac. spec. in BMPH-2896 re FM prog. serv.			
BMPH-2896 Telegram	12-6-48 3-3-49	Ext. of completion date Relet Atty. 11. Auth. ext. period ending 6-8-49 op. using fac. spec. in BMPH-3198 re FM prog. serv.			3-8-49.
BMPH-3198 Telegram	2-18-49 6-3-49	Ext. of completion date Relet Atty. 1. Auth. ext. period ending 12-8-49 using fac. spec. in BMPH-3489 re FM prog. serv.			To 6-8-49.
BMPH-3489 Telegram	5-19-49 12-2-49	Ext. of completion date Relet atty 20. Auth. ext. period ending 3-8-50 re. using fac. spec. in CP BMPH-3893 re FM prog. serv.			To 12-8-49
BMPH-128 BMPH-3893	11-9-49 11-28-49	Vol. assign. of C.P. Ext. of compl. date			To 3-8-50

B S

BROADCASTING STATION LICENSE RECORD

CARD #2

Date first licensed

Call letters **WEEV - FM**

Name of licensee **REIDSVILLE BROADCASTING COMPANY, INC.**

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BLH-610	6-14-50	102.1 mc	1.6 kw U	ERP: 330 ft.	6-14-50 to 12-1-51.
BTC-1179	9-26-51	Vol. acquisition of control of licensee corp. to William M. Oliver, Sr.			
BRH-536	11-21-51	Renewal of license to			12-1-54
BRH-536	11-10-54	Renewal of license to			12-1-57
BRH-536	11-13-57	Renewal of license to			12-1-60
BRH-536	11-16-60	Renewal of License to			12-1-63
Ltr. dated 4-22-63 & rec'd 4-23-63 giving notification per Sect. 3.250(a)(5) Rules that a Gates FM-1C trans. is now installed & in oper. Eff. 4-17-63.					
BRH-536	12-19-63	102.1mcs.	1.6kw U		12-19 12-1-66
BLH-2437	3-16-64	102.1mc	ERP: 1.6kw Aux.		3-16-64
HAAT: 330'		Ch. #271	TPO: 910w		12-1-66
Lic. to use old main trans. (FT&R 191A) as Aux. Trans. from main trans. loc.					
BRCA-694	4-15-66	Auxiliary Communications Authorization to operate on a Freq. of 41.0 & 67.5 Mcs.			
BPH-5330	5-23-66	102.1mc.	ERP: 50kw Unl.		7-23-66
HAAT: 285'		ch# 271	TPO: 4.4kw		1-23-67
cond'1	CP to install new type trans. (Gates-FM-5G); install new type ant (Gates-FMA-12A, 12 sections); incr. TPO, ERP, and decrease HAAT;				
BRH-536	11-18-66	RENEWAL OF LICENSE			12-1 12-1-69
BRSCA-694	11-18-66	RENEWAL OF SCA			12-1 12-1-69
BLH-3396	12-2-66	102.1mcs	ERP: 50kw U		12-2 12-1-69
HAAT: 285'		Ch-#271	TPO: 4.4kw		
Lic to cover CP (BPH-5330) which auth install new trans., install new ant. chg. ERP, TPO & HAAT.					
BLH-3397	12-2-66	102.1mcs	ERP: 11.2kw Aux		12-2 12-1-69
HAAT: 285'		CH. #271	TPO: 1kw		
Lic to use old main GATES FM-1C as an Aux. trans at main trans loc to be operated on 102.1mcs. CH# 271 ERP: 11.2kw TPO: 1kw HAAT: 285' for aux. purposes only.					
BRH-536	11-26-69	Renewal of Main & Aux.			12-1 12-1-72
BRSCA-694		Renewal of SCA			
BRCA	5-22-72				

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

#3

Date first licensed

Call letters W W M O (FM)

Station location REIDSVILLE, N. C.

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BTC-7023	1-24-73	VOL.	RELINQ.	EFF:	3-6-73
BRH-536(S) BRSCA-694	12-6-72	Renewal	of License & SCA		12-1-75
BRH-536(L) BRSCA-694	11-12-75	Renewal	of License & SCA (Main & Aux.)		12-1-78
CONTEL	6-23-77	Coordinates should read: N. Lat. 36° 23' 17" W. Long. 79° 39' 11"			
BALH-2505 BASCA-820	8-8-77	VOL. ASSIGN. & SCA to BEASLEY BROADCASTING OF REIDSVILLE, INC. EFF: 8-31-77			
BPH-11,183 HAAT: 770' (L)	6/27/79	102.1mhz	ERP: 50kw (H&V)		6/27/80
BRH 780801 BRSCA "	2-26-79	(L)	CP to chg. TL, type trans., antenna sys., & HAAT.		
BMPH800521A (1)	7-17-80	MP (BPH-11,183)	for ext. of time to:		12-27-80
BMPH-801128 (2)	12-18-80	MP (BPH-11183, as Mod.)	for ext. of time to:		6-15-81
BMPH-801217 HAAT: 750' (L)	5-8-81	102.1mhz, ERP: 100kW(H&V)	U Mod. of CP(BPH-11183, as Mod.) to chg. type Trans.; chg. type Ant.; incre ERP & HAAT & chg. TPO		11-8-81

APPLICATION RECORD - BROADCASTING

FM (CLASS A)

Call Letters WREX - FM
-WREX-

REIDSVILLE BROADCASTING CO., INC. (Gr. 11-9-49; Eff.

Name x W. M. OLIVER AND C. R. OLIVER D/B AS THE REIDSVILLE BROADCASTING COMPANY
(P. O. c/o The Review Company, Inc. Reidsville, North Carolina)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-1206 Rec'd. Filed	3-6-47 3-7-47 3-7-47	114 1/2 W. Scales St. Application for Construction permit for new FM broadcast station (Class A) to be operated on Frequency: To be assigned by FCC Effective Radiated Power: 660 watts. Transmitter: On the west side of U. S. Highway 29, 1 mile north of Reidsville city limits, North Carolina. (GE BT-1A Max. 250 watts) Studio: To be determined, Reidsville, N. C. Filed by Stephen Tuhy, Jr. Attorney. Program analysis received 3-7-47.	Granted conditionally 4-29-47. station. 5-14-47.	Class "A" Letter mailed
BMPH-877 Rec'd Filed	8-28-47 8-29-47 8-29-47	Mod. of C. P. (BPH-1206 which authorized a new FM broadcast station) to change type of station to Class B; frequency to Channel 271, 102.1 mcs.; specify type of transmitter as WE 503-B2 Max. 1 kw; transmitter site as West side of Highway 29, 1 mile north of city limits of	Granted conditionally/ Class "B" station. Letter mailed 11-3-47 C.P. issued Gr. 12-18-47	10-30-47

Engineer:

Robert F. Wolfkill
Missouri

APPLICATION RECORD - BROADCASTING

Card #2

Call

Letters WREY-FM

REIDSVILLE BROADCASTING CO., INC.
 Name W. M. OLIVER AND C. R. OLIVER d/b as THE REIDSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-877 (Cont'd)		Reidsville, North Carolina; effective radiated power as 1.8 kw; and specify antenna system. Filed by Stephen Tuhy, Jr., Attorney		
BMPH-246 Recd. Filed	8-12-48 8-17-48 8-17-48	Mod. of C. P. (EPH-1206 as modified) which authorized a new FM broadcast station for extension of completion date from 9-9-48 to 12-8-48. Filed by Stephen Tuhy, Jr., Attorney	GRANTED	8-30-48
BMPH-2517 Recd Filed	8-12-48 8-17-48 8-17-48	Mod. of C.P. (BPH-1206 as modified - which authorized a new FM broadcast station) to change studio location to 114 1/2 W. Scales St., Reidsville and change type of transmitter to Federal, 191-A, 1 kw. Filed by Stephen Tuhy, Jr., Att'y	GRANTED	9-13-48

APPLICATION RECORD - BROADCASTING

REIDSVILLE BROADCASTING CO., INC.

Call

WREV-~~25~~ - FMName ~~W. M. OLIVER AND C. R. OLIVER d/b as THE REIDSVILLE BROADCASTING COMPANY~~

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-2896 Recd. Filed	11-18-48 11-22-48 11-22-48	Mod. of C. P. (BPH-1206 as modified) which authorized a new FM broadcast station for extension of completion date from 12-8-48 to 3-8-49. Filed by Stephen Tuhy, Jr., Atty.	GRANTED	12-6-48
BMPH-3198 Recd. Filed	2-9-49 2-14-49 2-14-49	Mod. of C. P. (BPH-1206 as modified) which authorized a new FM broadcast station) for extension of completion date from 3-8-49 to 6-8-49. Filed by Stephen Tuhy, Jr.	GRANTED	2-18-49
BMPH-3489 Recd. Filed	5-6-49 5-11-49 5-11-49	Mod. of C. P. (BPH-1206 as modified) which authorized a new FM broadcast station) for extension of completion date from 6-8-49 to 12-8-49. Filed by Stephen Tuhy, Jr., Atty.	GRANTED	5-19-49
BAPH-128 Rec'd Filed	10-5-49 10-18-49 10-25-49	Vol. assignment of C.P. from W.M. Oliver & C.R. Oliver d/b as Reidsville B/cg Co. to Reidsville Bc/. Co., Inc. Filed by Stephen Tuhy, Jr., Atty	GRANTED	11-9-49

APPLICATION RECORD - BROADCASTING

Call
Letters

Name

File No.	Dated	Application for	Action	
			Nature	Date
BLH-3893 Rec'd. Filed	11-10-49 11-10-49 11-10-49	Mod. of C.P. (EPH-1206 as modified) which authorized a new FM broadcast station for extension of completion date from 12-8-49 to 3-8-50. Filed by Stephen Tuhy, Jr., Atty.	GRANTED	11-28-49
BLH-610 Rec'd & Filed	2-9-50 2-15-50	License to cover C.P. (EPH-1206 as mod.) which authorized a new FM b/c sta.	GRANTED	6-14-50
BTC-1179 Rec'd. Filed	8-6-51 8-9-51 8-9-51	Voluntary acquisition of control of licensee corporation by William M. Oliver, Sr., through purchase of 87 shares of common stock from C. R. Oliver, Sr., and C. R. Oliver, Jr., (50%) Filed by Stephen Tuhy, Jr., Atty.	GRANTED eff	9-26-51 9-26-51
BRH-536 Rec'd. Filed	8-29-51 8-31-51 8-31-51	Renewal of license. Filed by Stephen Tuhy, Jr., Atty.	GRANTED	11-21-51

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters WRV-TV-74Name REIDSVILLE BROADCASTING COMPANY, INC.
REIDSVILLE, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-536 Rec'd. & Filed	8-28-54 8-30-54	Renewal of license Filed by Stephen Tuhy, atty	323 on file GRANTED	11-10-54
BRH-536 Rec'd Filed	8-31-57 9-3-57 9-3-57	Renewal of License	GRANTED	11-13-57
BRH-536 Rec'd Filed	8-31-60 9-1-60 9-1-60	Renewal of license	GRANTED	11-16-60
BPH- Rec'd	6-5-63 6-18-63	Construction permit to use old main trans (Federal-191-A) as an auxiliary trans.	Ret'd 6-9-63 re not acceptable. FCC Form 302 to be filed	
BLH-2437 R & F	7-25-63 8-12-63	Lic. to use old main trans (FEDERAL-191-A) as an Auxiliary trans on 102.1mc, ERP:1.6kw, TPO:910w at main trans location. <i>2A 271</i>	GRANTED	3-16-64

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call **W W M O**
Letters **X W R S V-FM**Name **REIDSVILLE BROADCASTING COMPANY, INC.**
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRH-536 Rec'd Filed	8-30-63 9-3-63 9-3-63	Renewal of license	GRANTED	12-19-63
BSCA-694 R & F	3-16-66 3-21-66	Request for Subsidiary Communications Authorization on sub-carrier frequencies of 41.0 and 67.5kcs.	GRANTED	4-15-66
BPH-5330 R & F	3-25-66 3-25-66	CP to install new type trans. (Gates FM-5G); install new type ant. (Gates FMA-12A, 12 sections); increase TPO to 4.449kw; increase ERP to 50kw; and decrease HAAT to 287 feet. (Main) Samuel Miller, Atty.	GRANTED cond'1	5-23-66 submit 302's for WREV
BRH-536 R & F	8-3-66 8-22-66	Renewal of license	GRANTED	11-18-66
BRSCA-694 R & F	7-29-66 8-22-66	Renewal of SCA Atty- Mark Fields		

Form BC-121 #7
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W W M O

Name REIDSVILLE BROADCASTING COMPANY, INC.
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BLH-3396 R & F	8/25/66 8/30/66	Lic. to cover CP (BPH-5330) which auth. install new trans., install new ant., chng. ERP, TPO & HAAT. Atty: Mark Fields (Main)	GRANTED	12-2-66
ELH-3397 Rec'd Filed	8/25/66 8/30/66 9/19/66	Lic. to use old main trans. GATES FM-1C as an aux. trans. at main trans. loc. to be operated on 102.1mc CH# 271 ERP: 11.2kw TPO: 1kw HAAT: 285' for auxiliary purposes only. Atty: Samuel Miller	GRANTED	12-2-66
BRH-536 BRSCA-694 R & F #539599\$135. P.N. filed PRESS SEP 16 1969	8-8-69 8-8-69 9-2-69 9-2-69 9-2-69	Renewal of license (Main and Auxiliary) & SCA Atty-Fly, Shuebruk, etc. (J. K. Edmundson, Jr.)	GRANTED	11-26-69

APPLICATION RECORD - BROADCASTING

102.140

Call
Letters **W M O**Name **REIDSVILLE BROADCASTING COMPANY, INC.**
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BTC-7025 Rec'd FEE PD: \$250 #108549 CODE 054 (Form 316) ALSO SEE AM WREV RESUBMITTED R&F	9-8-72 9-12-72 10-19-72	Voluntary transfer of control of lic corp from William M. Oliver, Sr. to William M. Oliver, Jr. William M. Oliver, Jr., Katye O. Sowell and Katye O. Oliver, as a Family Group. (SEE AM WREV) Atty - Fly, Shuebruk, Blume & Gaguine	RETURNED 1-24-73 GRANTED EFF: 3-6-73 SEP 25 1972	
BRH-536 R&F PN BRSCA-694 PRESS DEC 8 1972	8-15-72 9-5-72 9-5-72 8-15-72	Renewal of License (Main & Auxiliary) Renewal of SCA ATTY-James K. Edmunson (Fly, Shuebruk etc.)	Granted	12-6-72
BRH-536 R & F P.N. Rec'd BRSCA-694 Press SEP 16 1975	7-10-75 8-1-75 8-1-75 7-10-75	Renewal of License. (Main & Auxiliary) Renewal of SCA. Atty: Arthur G. House (Fly, Shuebruk etc.)	GRANTED	11-12-75

APPLICATION RECORD - BROADCASTING

Call
Letters WWMQ

BEASLEY BROADCASTING OF REIDSVILLE, INC.
Name ☒ Reidsville Broadcasting Company, Inc.
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BALH-2505 BASCA-820 R & F FORM 314	5-18-77 5-23-77	Voluntary assignment of license & SCA to BEASLEY BROADCASTING OF REIDSVILLE, INC. Atty for assignor - Fly, Shuebruk etc for assignee - Bilger & Blair	GRANTED EFF:	8-8-77 8-31-77
PN filed	7/11/77	Sec.IV-A (past prog) filed 6-3-77 Legal data filed 7-22-77 Statement of operating revenues & expenses filed 7-26-77		
BPH-11183 Rec'd Filed PRESS: JAN 31 1979	6-16-78 6-22-78 6-22-78	CP chg TL: Brown Summit, Brown Summit, North Carolina; chg type trans (HARRIS FM-20K); Ant(HARRIS FMH6, 5 sects (H&V); make chg in ant sys(incr hght) and HAAT: 765'(H&V) 36' 13' 20" 79' 41' 47" ATTY: Lee Shubert NEGR: ----- MAJOR ENVIRONMENTAL ACTION UNDER SECT 1.1305	GRANTED	6/27/79

APPLICATION RECORD - BROADCASTING

Call
Letters **WWMO**Name **BEASLEY BROADCASTING OF REIDSVILLE, INC.**
REIDSVILLE, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRH780801WR	7-27-78	RENEWAL OF LICENSE (MAIN & AUXILIARY)		
BRSCA780801WR	7-27-78	RENEWAL OF SCA		
R & F PRESS	8-1-78	Atty. Lee W. Shubert (Bilger & Blair)	GRANTED	2-26-79
	AUG 18 1978			
BMPH800521AL		MP (BPH-11,183) For Extension of Time to:	GRANTED	7-17-80
PRESS (O)	JUL 3 1980	<u>10-1-80</u> (FOR CHANGES)	TO	12-27-80
		Atty. Forbes W. Blair (Bilger & Blair)		
BMPH801128AQ		MP (BPH-11,183, as Mod.) For Extension of	GRANTED:	12-18-80
PRESS (O)	DEC 1 1980	Time to: <u>3-27-81</u> (FOR CHGS.)	TO:	6-15-81
		Atty. Donald E. Bilger (Bilger & Blair)		

#11

APPLICATION RECORD-BROADCASTING

102.1MHz.

Call Letters: W W H O

Name: BEASLEY BROADCASTING OF REIDSVILLE, INC.

Station Location: REIDSVILLE, NORTH CAROLINA

File No.	Date	Description	Action and Date
BMPH801217AD PRESS (0)		Mod. of CP (BPH-11,183, as Mod.) To chg. type Trans.; chg. type Ant. (ERI 9 sects. H&V); incre. ERP: 100kw (H&V); incre. HAAT: 750' (H&V) & chg. TPO. REQUEST WAIVER OF SECTION 73.213(a) OF THE COMMISSION'S RULES. Atty. Donald E. Bilger (Bilger & Blair)	GRANTED: 5-8-81 TO: 11-8-81
BLH-801223AE PTA PRESS	AUG 25 1981	License to cover (BPH-11183, as mod.) for changes. Atty: Donald E. Bilger	GRANTED 12-1-81

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

